



CACP Endorsement Policy & Procedure

August 20, 2005

POLICY

Except as provided in this policy statement, the CACP does not endorse private commercial publications or products. No publication, bulletin, announcement, advertising material, letterhead, or other document or article or thing other than the official publications and products of the association, shall bear any insignia, monogram, or other mark of the association in a manner implying that the approval thereof has been secured from the CACP.

The association also recognizes that endorsements and expressions of support and co-sponsorship of certain activities conducted by others in the public service may serve the best interest of the association and its membership. When such requests like these are made of the association, pursuant to the policies adopted by the Executive Committee, they are to be reviewed by the Board of Directors or the Executive Committee of the CACP pursuant to this policy.

The Executive or Board of Directors, when endorsing a program/activity, only endorse the programs/activities in principle, its mandate, objectives, beliefs or values.

PROCEDURE

The following is the established process for bringing requests for endorsements before the leadership of the CACP:

- A. All such requests must be presented to the Executive Director of the CACP no less than 60 days in advance of a scheduled meeting of the CACP Executive/Board of Directors.
- B. Requests must be made in writing and must provide specific information explaining the program or activity proposed, details about the parent organization requesting support, the mandate, objectives, beliefs and values of the program/activity and reasons for seeking CACP support.
- C. Requests should also address the following questions:
 1. How will the activity be produced? In what quantity? In what timeframe?
 2. What need is being met by this activity?
 3. How will the program/product be delivered?
 4. How will the activity be promoted?

5. What are the resources (human, financial, technical, material, information management and time) implications of the activity? This includes but is not limited to conceptualization, development, testing, production, warehousing and distribution (possibly through middlemen) to end-users.
 6. What are the implications (human, financial, material and time) of a demand, which dramatically exceeds or falls short of predictions?
 7. What checks and balances does the requesting organization have in place to ensure that their membership and volunteers are free of allegations of criminal activity and are of ethical behaviour?
 8. How do they maintain the desired level of organizational standards?
 9. Does the organization have the written support of any Chiefs of Police? In the affirmative, the Chief's name and coordinates are to be provided.
- D. The Executive Director will review the application submitted. If the applicant has responded sufficiently to the questions above, the request may be referred to an appropriate CACP committee for review and comment.
- E. The Executive Director will prepare a statement of findings, along with any committee comments, and send them to the CACP President who will place the request before the Board of Directors or the Executive Committee.

These procedures can, under extraordinary circumstances as determined by special vote of the Executive or Board of Directors, be suspended so as to allow for the consideration of an endorsement request at any time.

DECISION CRITERIA

- The primary concern of the CACP is to maintain its good name and reputation.
- Greater public interest
- Common sense
- Police-related program
- Large and reputable organization
- Program with potential (regional program that will become a national program)
- Consistent with the CACP's mission, vision, strategic direction and priorities
- Consistency with the CACP's Ethical Framework and values
- Mandate, objectives, beliefs and values support safer and healthier communities
- Executive and Board of Directors discretion

Limitation

- The CACP reserves the right to suspend or withdraw its endorsement at any time for cause.